

# Introduction

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## PURPOSE AND USES OF THE ECONOMIC CENSUS

The economic census is the major source of facts about the structure and functioning of the economy. It provides essential information for government, business, industry, and the general public. Title 13 of the United States Code (Sections 131, 191, and 224) directs the Census Bureau to take the economic census every 5 years, covering years ending in “2” and “7.”

The economic census furnishes an important part of the framework for such composite measures as the local gross product, input/output measures, and other statistical series that measure short-term changes in economic conditions. Specific uses of economic census data include the following:

- Policymaking agencies of the federal government use the data to monitor economic activity and to provide assistance to business.
- Local governments use the data to assess business activities and tax bases within their jurisdictions and to develop programs to attract business.
- Trade associations study trends in their own and competing industries, which allows them to keep their members informed of market changes.
- Individual businesses use the data to locate potential markets and to analyze their own production and sales performance relative to industry or area averages.

## SCOPE

Data from the 2002 Economic Census of Islands Areas are published for the first time on the basis of the North American Industry Classification System (NAICS). NAICS replaces the Standard Industrial Classification (SIC) System used in 1997 and earlier censuses. The 2002 Island Areas publications cover the following NAICS sectors:

21	Mining
22	Utilities
23	Construction
31-33	Manufacturing
42	Wholesale Trade
44-45	Retail Trade
48-49	Transportation and Warehousing
51	Information
52	Finance and Insurance
53	Real Estate and Rental and Leasing
54	Professional, Scientific, and Technical Services
55	Management of Companies and Enterprises
56	Administrative and Support and Waste Management and Remediation Services
61	Educational Services
62	Health Care and Social Assistance
71	Arts, Entertainment, and Recreation
72	Accommodation and Food Services
81	Other Services (except Public Administration)

(Not covered are the Agriculture, Forestry, Fishing, and Hunting sector (NAICS 11), and the Public Administration sector (NAICS 92).)

The economic census includes the following industries for American Samoa only: NAICS 6111, Elementary and Secondary Schools, NAICS 6112, Junior Colleges, and NAICS 6113, Colleges, Universities, and Professional Schools.

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Definitions: Sectors are defined in Appendix B, NAICS Codes, Titles, and Descriptions. Other terms are defined in Appendix A, Explanation of Terms.

Except for American Samoa, these reports exclude establishments of firms with no paid employees.

## **BASIS OF REPORTING**

The economic census is conducted on an establishment basis. A company operating at more than one location is required to file a separate report for each store, factory, shop, or other location. Each establishment is assigned a separate industry classification based on its primary activity and not that of its parent company.

## **GEOGRAPHIC AREA CODING**

Accurate and complete information on the physical location of each establishment is required to tabulate the census data for municipalities, districts, towns, villages, counties, municipios, or islands. Respondents were required to report their physical location (street address or location description and municipality, district, town, village, county, municipio, or island) if it differed from their mailing address. For those establishments that did not provide acceptable information on physical location, location information from the Internal Revenue Service (IRS) tax forms or from the previous census is used as a basis for coding.

## **AVAILABILITY OF ADDITIONAL DATA**

**Reports in Print and Electronic Media.** All results of the 2002 Economic Census will be available on the Census Bureau Internet site ([www.census.gov](http://www.census.gov)) and on compact discs and digital versatile discs (CD-ROMs and DVD-ROMs) for sale by the Census Bureau. The American Fact Finder system at the Web site allows selective retrieval and downloading of the data. For more information, including a description of electronic and printed reports being issued, see the Internet site, write to U.S. Census Bureau, Washington, DC 20233-0801, or call Customer Services at 301-763-4100.

**Special Tabulations.** Special tabulations of data collected in the 2002 Economic Census may be obtained, depending on availability of time and personnel, in electronic or tabular form. The data will be summaries subject to the same rules prohibiting disclosure of confidential information (including name, address, kind of business, or other data for individual business establishments or companies) that govern the regular publications.

Special tabulations are prepared on a cost basis. A request for a cost estimate, as well as exact specifications on the type and format of the data to be provided, should be directed to the Chief of the Economic Census Branch, Company Statistics Division, U.S. Census Bureau, Washington, DC 20233-6400.

To discuss a special tabulation before submitting specifications, call 301-763-3314.

## **HISTORICAL INFORMATION**

The economic census has been taken at 5-year intervals for the following areas, except where noted below:

- Northern Mariana Islands — Since 1982
- Guam — Since 1958
- Virgin Islands — Since 1958
- Puerto Rico — Economic censuses were conducted beginning with a census of manufactures for 1909 and continuing at 10-year intervals through 1949, excepting 1929. Wholesale and retail trades and services industries were included as part of the economic censuses for 1939. Starting with 1949 through 2002, the censuses of wholesale and retail trades and service industries have been conducted concurrently with the census of manufactures. The census of construction industries has been included since 1967. Congress has authorized the economic censuses to be taken at 5-year intervals covering years ending in “2” and “7.”

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- American Samoa — The 2002 Economic Census is the first economic census conducted. Henceforth, the census will follow every 5 years.

The range of industries covered in the economic census for the Northern Mariana Islands, Guam, Virgin Islands, and Puerto Rico was broadened in 2002. Sectors added for the first time in 2002 include information, finance and insurance, real estate, health care, and other service industries.

Printed statistical reports from the 1997 and earlier censuses provide historical data for the Northern Mariana Islands, Guam, the Virgin Islands, and Puerto Rico and are available in some libraries. Reports for 1992 and 1997 are also available in portable document format (PDF) on the Internet.

## SOURCES FOR MORE INFORMATION

More information about the scope, coverage, classification system, data items, and publications for each of the economic censuses and related surveys is published in the *Guide to the 2002 Economic Census* at [www.census.gov/epcd/ec02/guide.html](http://www.census.gov/epcd/ec02/guide.html). More information on the methodology, procedures, and history of the censuses will be published in the *History of the 2002 Economic Census* at [www.census.gov/econ/www/history.html](http://www.census.gov/econ/www/history.html).

## REPORTS

The following reports are published from the 2002 Economic Census of Island Areas:

**Northern Mariana Islands.** There is one report for all covered kinds of business. The report presents data for the Northern Mariana Islands and three municipalities: Saipan, Tinian, and Rota. The Northern Islands are excluded from this publication because no business activity was reported for this municipality.

**Guam.** There is one report for all covered kinds of business. Tables present data for Guam and its election districts.

**Virgin Islands.** There is one report for all covered kinds of business. The report presents data for the Virgin Islands as a whole. In addition, data are presented for St. Thomas and St. John (combined to prevent disclosure problems), St. Croix, and the towns of Charlotte Amalie, Christiansted, and Frederiksted.

**American Samoa.** There is one report for all covered kinds of business. The report presents data for American Samoa.

**Puerto Rico.** There are four reports that cover different kinds of business:

- Manufacturing. This report presents data for manufacturing establishments by kind of business and geographic area.
- Geographic Area Statistics. This report presents data for businesses engaged in sectors other than manufacturing and construction. Data are presented for Puerto Rico commercial regions and municipios.
- Subject Statistics. This report presents commodity and merchandise line sales data for retail and wholesale trade by kind of business for Puerto Rico.
- Construction. This report presents data for construction establishments by kind of business and geographic area.

## DOLLAR VALUES

All dollar values presented are expressed in current dollars. All dollar values are shown in thousand of dollars.

## COMPARABILITY OF THE 1997 AND 2002 CENSUSES

The 2002 Economic Census of Island Areas is the first to present data based on the new North American Industry Classification System (NAICS). Previous census data were presented according to the Standard Industrial Classification (SIC) System developed in the 1930s. Due to this change, comparability between census years is limited.

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NAICS identifies new industries, redefines concepts, and develops classifications to reflect changes in the economy. Effective with the implementation of NAICS in 2002, the scope of the economic census has been expanded to include virtually all sectors of the economy.

Additional information about NAICS is available from the Census Bureau Internet site ([www.census.gov/naics](http://www.census.gov/naics)).

### **RELIABILITY OF DATA**

All data compiled in this report originated from a complete enumeration and, therefore, are not subject to sampling variability. However, the data are subject to nonsampling errors. Nonsampling errors can be attributed to many sources including: inability to identify all cases in the actual universe; inability or unwillingness on the part of respondents to provide correct information; definition and classification difficulties; response errors and bias; errors in collection or processing; misinterpretation of questions; and other errors of recording, keying, and estimation for missing or misreported data.

No direct measurement of these effects has been obtained. Precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize the effects of nonsampling errors. More information on the reliability of the data is included in Appendix C, Methodology.

### **DISCLOSURE**

In accordance with Federal law governing census reports (Title 13 of the United States Code), no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind-of-business classification is not considered a disclosure; therefore, this information may be released even though other information is withheld. Techniques employed to limit disclosure are discussed at [www.census.gov/epcd/ec02/disclosure.htm](http://www.census.gov/epcd/ec02/disclosure.htm).

### **CONTACTS FOR DATA USERS**

Questions about these data may be directed to the U.S. Census Bureau, Company Statistics Division, Economic Census Branch, 301-763-3314 or [csd@census.gov](mailto:csd@census.gov).

### **ABBREVIATIONS AND SYMBOLS**

The following abbreviations and symbols are used with the 2002 Economic Census data:

–	Represents zero (page image/print only)
D	Withheld to avoid disclosing data for individual companies; data are included in higher level totals
N	Not available or not comparable
X	Not applicable
a	0 to 19 employees
b	20 to 99 employees
c	100 to 249 employees
e	250 to 499 employees
f	500 to 999 employees
g	1,000 to 2,499 employees
h	2,500 to 4,999 employees
i	5,000 to 9,999 employees
j	10,000 to 24,999 employees
k	25,000 to 49,999 employees
t	90 percent or more reporting
u	80 to 89 percent reporting
v	70 to 79 percent reporting
w	60 to 69 percent reporting
y	Less than 60 percent reporting